

benefit in dollars temporarily, but in the long run the publisher who appeals to the public and lets the advertisers go hang will get there.

The Hearst papers in Chicago got their circulation appealing to the people. Their degeneracy began when they turned tail on the people and began licking State street's boots. I imagine the Hearst play now will be to get State street to FAVOR the Examiner as against both the Tribune and the Record-Herald. God help the newspaper that attempts to build up on the FAVOR of advertisers.

If Keeley is as free from entangling alliances with Big Business as he is of old bonds and stock, he has a chance to make the Record-Herald a better newspaper than the Tribune; for the Tribune will necessarily suffer from the influence of heredity. It has inherited its owners.

One good thing—a big thing in Keeley's favor—is that he can't get CIRCULATION by favor of ADVERTISERS. The State street stores can't hold a secret session and solemnly resolve that the people shall buy this paper or that one. All they can do is to help or harm box-office receipts by advertising or refusing to advertise.

And the first thing Keeley will want and need is circulation. So I look for the Record-Herald to make a strong appeal to the public so as to make the people want to read his paper. If the advertisers stick their nose in the fight and try to starve the Record-Herald, then that ought to be nuts for Keeley—as a circulation maker.

In the meantime, the Tribune will have to fight like the dickens to hold what it has. If it weakens on policy in order to hold advertising the public will get wise quickly—and buy the Record-Herald—provided, of course, the Record-Herald is wise enough to go after circulation by appealing for public confidence.

When you get right down to brass

tacks PERSONALITY has a lot to do with making a newspaper. What strong personality will the Tribune have next Monday when Keeley is on the job in the Record-Herald office?

Is there any genius in the heirs of Joseph Medill? Will they have as much courage when Keeley has gone, or will they fear Keeley and lose the Tribune goat?

There is an interesting psychological study here—will Keeley take the Trib's goat with him?

I predict that the paper that makes the strongest and most fearless bid for public confidence will win, and that the one that lays down to the State street stores for more dollars right now will lose out and get no dollars in the wind-up.

I shall be surprised if the present mix-up and the dog fight that is about to come off will result in a remarkable change in Chicago journalism. And I expect to have a lot of fun out of it sitting in the bleachers and scoring the runs, hits and errors of the scrapping publishers. Being an adless newspaper The Day Book doesn't care a darn what the advertisers think about it and can have lots of fun telling the public the truth and keeping the searchlight turned on Keeley, Lawrence and the heirs of Joseph Medill.

Sick 'em Towser! Sick 'em Tigee!
Sick 'em Fido!

May the best dog win!
I appoint myself referee.

TWO WAITRESSES ARRESTED

Two union waitresses, Kate O'Day and Hazel Grant, were arrested today in the Crilly building, 31 N. Dearborn street, after a clash with two strike-breaking waitresses. Although the latter girls used abusive language no attempt was made to arrest them.

Mike Hurley, Officer 813, threw C. Kuensel, a union cook, out of the Central station when he tried to tell the girls that their attorney, John D. Farrell, was going over to see them.